

FIG. 1



Welcome to Pricedrive

202 **To Do List** ~ 204

**Total Vehicles in Stock** ~ 220

Wholesale: 9 ~ 222    Retail: 30 ~ 224    Total: 39 ~ 226

**PRICEDRIVE RECOMMENDATION** ~ 230

To achieve your target, Pricedrive recommends that you  
**INCREASE** inventory by **51** vehicles ~ 232

256 ~ **ACTION PLAN**

**SUMMARY** ~ 240

Wholesale Today ~ 242 ~ 9 Vehicles

Review Retail Purchase Needs ~ 244 ~ 51 Vehicles

Retail Today ~ 246 ~ 0 Vehicles

Vehicles to Watch ~ 248 ~ 10 Vehicles

Review Wholesale Purchase Offers ~ 250 ~ 0 Offers

258 ~ Review Activity Summary  
 Consider for Wholesale Center ~ 252 ~ 8 Vehicles  
 Add Wholesale Description ~ 8 Vehicles

**Day Supply** ~ 260 ~ 254

Current Day Supply 14 ~ 262

Target Day Supply 40 ~ 264

200

FIG. 2

098646 9429860

## Buy List

## 202

**Wholesale Center** (9 vehicles)

## Dealership Vehicles | Market Vehicles

Year	Make	Model	Stock	Mileage	Color	# Bids	Best Buyer's
1996	DODGE	NEON-4	H3256B	128192	BLUE	0	Buyers
1994	CHRYSL	NEW YORK	A14514	97048	BROWN	0	Buyers
2000	MAZDA	MX-5 MI	P3241	8752	SILVER	0	Buyers
1999	FORD	CONTOUR	P3245	32165	GREEN	0	Buyers
1996	FORD	T RANGER-	A14549	39840	BLACK	0	Buyers
1993	PONTIA	BONNEVI	H3262B	142332	BURGUNDY	0	Buyers
1986	BUICK	ELECTRA	A14505B	120461	SILVER	0	Buyers
1994	FORD	ESCORT-	H3278B	135980	RED	0	Buyers
1996	NISSAN	ALTIMA-	A14382	80511	BEIGE	0	Buyers

300

FIG. 3(a)

09067416 91429860

Welcome to Pricedrive						
To Do List	Daily Reports	Dealer Inventory	Appraisal Activity	Retail Showroom	Wholesale Center	Buy List
Wholesale Center Offers 350						
354 VIN	352	356 Year	358 Make	360 Model	362 Mileage	364 Color
1HGCB755XMA110365		1991	HONDA	ACCORD	117043	BLUE
Offers 370						
374 High Offer Amount	366	368 Site Area	Offer Date		Dealer Name	
\$2600 Sell Now?		WC	4/28/2001 1:04:35 PM		Ed Scherl Ent. Inc	
\$2500 Sell Now?		WC	4/28/2001 10:41:04 AM		Car World Inc.	
\$2569 Sell Now?		WC	4/25/2001 6:49:33 PM		Car World Inc	

- Locate a Car
- Appraise a Car
- Get Book value

350

FIG. 3(b)

09867416-053101

- To Do List
- Daily Reports
- Dealer Inventory
- Appraisal Activity
- Retail Showroom
- Wholesale Center
- Buy List

Welcome to Pricedrive

Wholesale Center Offer

Year 1996  
Make CHEVRO  
Model MONTE CARLO  
Mileage 96637  
Color BLACK  
VIN 2G1WX12X4T9277503

375  
Make Your Offer  
Minimum: \$0  
Maximum: \$0

Submit

390

380 Leave "Minimum" empty to submit one offer.

(Enter Comment Above)

385

- Locate a Car
- Appraise a Car
- Get Book Value

FIG. 3(c)

# Retail Sales Trends

492

494

406

408

Make*	Model*	Metrics	Qty Sold Last 6 mo	Qty Sold Last 90 days	Qty Sold Last 60 days	Qty Sold Last 30 days	Current Stock
	626		72	50	38	29	10
MAZDA	PROTEGE-4 CYL		28	17	15	7	6
	MPV-V6		21	15	11	6	1
	MILLENNIA-V6		17	11	8	7	3
	B SERIES PICKUP		7	3	3	3	1
FORD	CONTOUR-4 CYL		5	4	2	2	0
JEEP	GRAND CHEROKEE-6 CYL		5	2	2	1	1
CHEVROLET	MALIBU-V6		3	2	2	0	0
MERCURY	SABLE-V6		3	2	2	1	0
TOYOTA	CAMRY		3	1	1	1	0
ACURA	TL-5 CYL		2	2	2	2	0
FORD	TAURUS-V6		2	1	1	0	0
FORD TRUCK	EXPLORER-V6		2	1	0	0	0
MAZDA	MX-5 MIATA-4 CYL		2	1	1	1	1
MITSUBISHI	GALANT-4 CYL		2	2	2	0	0
NISSAN/DATSUN	SENTRA-4 CYL		2	2	1	0	0
TOYOTA	COROLLA-4 CYL		2	1	1	0	0
BUICK	REGAL CUSTOM-V6		1	0	0	0	0
CHEVROLET	LUMINA-V6		1	0	0	0	0
CHEVROLET TRUCK	S10 PICKUP-V6		1	1	1	1	0
CHRYSLER	300M-V6		1	0	0	0	0
	CIRRUS		1	1	0	0	0
HONDA	ACCORD		1	0	0	0	0
	PASSPORT-V6		1	1	0	0	0
HYUNDAI	TIBURON-4 CYL		1	0	0	0	0
JEEP	GRAND CHEROKEE-V8		1	1	0	0	0
MAZDA	B4000 PICKUP-V6		1	0	0	0	0
	TRIBUTE		1	1	1	0	0
MERCURY	MYSTIQUE-4 CYL		1	0	0	0	0
MITSUBISHI	MIRAGE-4 CYL		1	0	0	0	0
NISSAN/DATSUN	MAXIMA-V6		1	0	0	0	2

400

FIG. 4

To Do List

Daily Reports

Dealer Inventory

Appraisal Activity

Retail Showroom

Wholesale Center

Buy List

Welcome to Pricedrive

Locate a Car

Appraise a Car

Get Book Value

502

Vehicles Near Wholesale Center Move Date (3 Days)

Stock	Year	Make	Model	Mileage	Age	Desc.	WC
H4776	1997	MAZDA	MX-5 MIATA-4 CYL	41293	38	Edil	Move

Total cars = 1

516 518

500

FIG. 5

FIG. 6

Vehicles to Watch					Metrics			
614 5	616 5	618 5	620 5	612 5	602 5	622 5	624 5	626 5
Stock Number	Year	Make*	Model*	Warning	Days in Stock	Days in Stock	Gross Profit	Avg ROI
A14591	1999	VOLKSWAGEN	NEW BEETLE-4 CYL.	No History Available	17	N/A	N/A	N/A
A14414	1998	SUBARU	FORESTER- 4 CYL.	No History Available	18	N/A	N/A	N/A
P3292	2000	FORD	FOCUS-4 CYL.	No History Available	0	N/A	N/A	N/A
H3279	1999	MAZDA	B2500 PICKUP-4 CYL.	No History Available	6	N/A	N/A	N/A
H3217B	1993	FORD	ESCORT	No History Available	1	N/A	N/A	N/A
H3296	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI	0	44	\$ 355	19%
H3299	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI	0	44	\$ 355	19%
P3241	2000	MAZDA	MX-5 MIATA- 4 CYL.	Add Description Over Age - Wholesale	64	33	N/A	31%
H3283	1997	MAZDA	MX-5 MIATA- 4 CYL.	Below Minimum ROI	6	33	N/A	31%
P3245	1999	FORD	CONTOUR-4 CYL.	Add Description Over Age - Wholesale	50	18	\$ 1,548	N/A

600

FIG. 6



To Do  
ListDaily  
ReportsDealer  
InventoryAppraisal  
ActivityRetail  
ShowroomWholesale  
CenterBuy  
List

Welcome to Pricedrive

- ☐ Locate a Car
- ☐ Appraise a Car
- ☐ Get Book Value

## Purchase Offers

704

Date range: 4/10/2001 9:27:50 AM to 5/10/2001 9:27:50 AM

Year	Make	Model	Stock	details
1999	SUZUKI	ESTEEM-4 CYL.	H4683B	<a href="#">details</a>

Site ~ 718 Offer ~ 720 Date ~ 722 Dealer ~ 724

WC \$5400 5/3/2001 11:30:58 AM Farnish Daewoo-Suzuki ~ 726

Year	Make	Model	Stock	details
1991	MAZDA	626	A2354	<a href="#">details</a>

Site Offer Date Dealer

WC \$500 5/1/2001 10:18:22 PM Ed Scherl Ent. Inc

Year	Make	Model	Stock	details
1993	DODGE TRUCK	GRAND CARAVAN	A2224	<a href="#">details</a>

Site Offer Date Dealer

WC \$1500 5/1/2001 10:17:35 PM Ed Scherl Ent. Inc

Year	Make	Model	Stock	details
1991	HONDA	ACCORD	P4805B	<a href="#">details</a>

Site Offer Date Dealer

WC \$2600 4/28/2001 1:04:35 PM Ed Scherl Ent. Inc

WC \$2500 4/28/2001 10:41:04 AM Car World Inc.

WC \$2569 4/25/2001 6:49:33 PM Car World Inc.

700

FIG. 7

TOTAL 97429860

To Do  
ListDaily  
ReportsDealer  
InventoryAppraisal  
ActivityRetail  
ShowroomWholesale  
CenterBuy  
List

## Welcome to Pricedrive

Consider for Wholesale Center

- Locate a Car
- Appraise a Car
- Get Book Value

TOTAL 800 "97429850"

<sup>802</sup> ⚡ Stock	<sup>804</sup> ⚡ Year	<sup>806</sup> ⚡ Make	<sup>808</sup> ⚡ Model	<sup>810</sup> ⚡ Mileage	<sup>812</sup> ⚡ Current Days in Stock	<sup>814</sup> ⚡ 6mo Avg. Gross Profit	<sup>816</sup> ⚡ 6mo Avg. ROI %	<sup>818</sup> ⚡ Warning	<sup>820</sup> ⚡ Move to WC?
<small>Sort</small>	<small>Sort</small>	<small>Sort</small>	<small>Sort</small>	<small>Sort</small>	<small>Sort</small>	<small>Sort</small>	<small>Sort</small>	<small>Sort</small>	
H3217B	1993	FORD	ESCORT		1	N/A	N/A	No History Available	<input type="checkbox"/>
P3292	2000	FORD	FOCUS-4 CYL.	4900	0	N/A	N/A	No History Available	<input type="checkbox"/>
H3296	1998	NISSAN/DATSUN	MAXIMA-V6	35966	0	\$355	19%	Below Minimum ROI	<input type="checkbox"/>
H3299	1998	NISSAN/DATSUN	MAXIMA-V6	30910	0	\$355	19%	Below Minimum ROI	<input type="checkbox"/>
H3279	1999	MAZDA	B2500 PICKUP-4 CYL.	31762	6	N/A	N/A	No History Available	<input type="checkbox"/>
H3283	1997	MAZDA	MX-5 MIATA-4 CYL.	34923	6	N/A	31%	Below Minimum ROI	<input type="checkbox"/>
A14414	1998	SUBARU	FORESTER- 4 CYL.	52403	18	N/A	N/A	No History Available	<input type="checkbox"/>
A14591	1999	VOLKSWAGEN	NEW BEETLE-4 CYL.	17806	17	N/A	N/A	No History Available	<input type="checkbox"/>

Total vehicles = 8

Select All

Clear All

Update

800

FIG. 8

To Do  
List

Daily  
Reports

Dealer  
Inventory

Appraisal  
Activity

Retail  
Showroom

Wholesale  
Center

Buy  
List

## Welcome to Pricedrive

### Wholesale Vehicles Needing Description

<sup>904</sup> ⚡ Stock	<sup>906</sup> ⚡ Year	<sup>908</sup> ⚡ Make	<sup>910</sup> ⚡ Model	<sup>912</sup> ⚡ Mileage	<sup>914</sup> ⚡ Text
<small>Sort</small>	<small>Sort</small>	<small>Sort</small>	<small>Sort</small>	<small>Sort</small>	
A14505B	1986	BUICK	ELECTRA PARK AVENUE	120461	Add ~ 902
A14514	1994	CHRYSLER	NEW YORKER-V6	97048	Add
H3256B	1996	DODGE	NEON-4 CYL.	128192	Add
P3245	1999	FORD	CONTOUR-4 CYL.	32165	Add
H3278B	1994	FORD	ESCORT-4 CYL.	135980	Add
A14549	1996	FORD TRUCK	RANGER-V6	39840	Add
H3262B	1993	PONTIAC	BONNEVILLE	142332	Add
P3241	2000	MAZDA	MX-5 MIATA-4 CYL.	8752	Add

Total vehicles = 8

900

FIG. 9

FOR "90" 914/9350

# ACTION PLAN

1002 4 Stock Number▲	1004 4 Year▲	1006 4 Make*▲	1008 4 Model*▲	1010 4 Warning*▲	Metrics Days in Stock	Current	ROI
P3241	2000	MAZDA	MX-5 MIATA-4 CYL.	Add Description   Over Age - Wholesale	64	31%	
P3245	1999	FORD	CONTOUR-4 CYL.	Add Description   Over Age - Wholesale	50	N/A	
H3283	1997	MAZDA	MX-5 MIATA-4 CYL.	Below Minimum ROI	6	31%	
H3296	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI	0	19%	
H3299	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI	0	19%	

1000

FIG. 10

096746-05401  
10150-9429850

09667416 05104  
101650 914960

Activity - Microsoft Internet Explorer	
Activity Summary for Baltimore - Washington Vehicles	
Vehicles	
1104 Dealer Inventory:	63 Total Browns Mazda Fairfax Vehicles
1112 Retail Showroom:	43 Browns Mazda Fairfax Vehicles (2348 Total Vehicles)
1112 Wholesale Center:	20 Browns Mazda Fairfax Vehicles (119 Total Vehicles)
1114 Appraisal Activity:	1 Browns Mazda Fairfax Vehicles (1 Total Vehicles)
Offers	
1104 Total Offers:	2 Total Offers
1112 Retail Showroom:	2 Offers
1112 Wholesale Center:	0 Offers
1114 Appraisal Activity:	0 Offers
24-hour Vehicle History	
	New Vehicles Deleted Vehicles
Retail Showroom:	1122 0 New Vehicles 0 Deleted Vehicles 1124
Wholesale Center:	1126 0 New Vehicles 0 Deleted Vehicles 1128
Appraisal Activity:	1130 0 New Vehicles 0 Deleted Vehicles 1132
Total:	1106 0 New Vehicles 0 Deleted Vehicles 1108

1100

FIG. 11

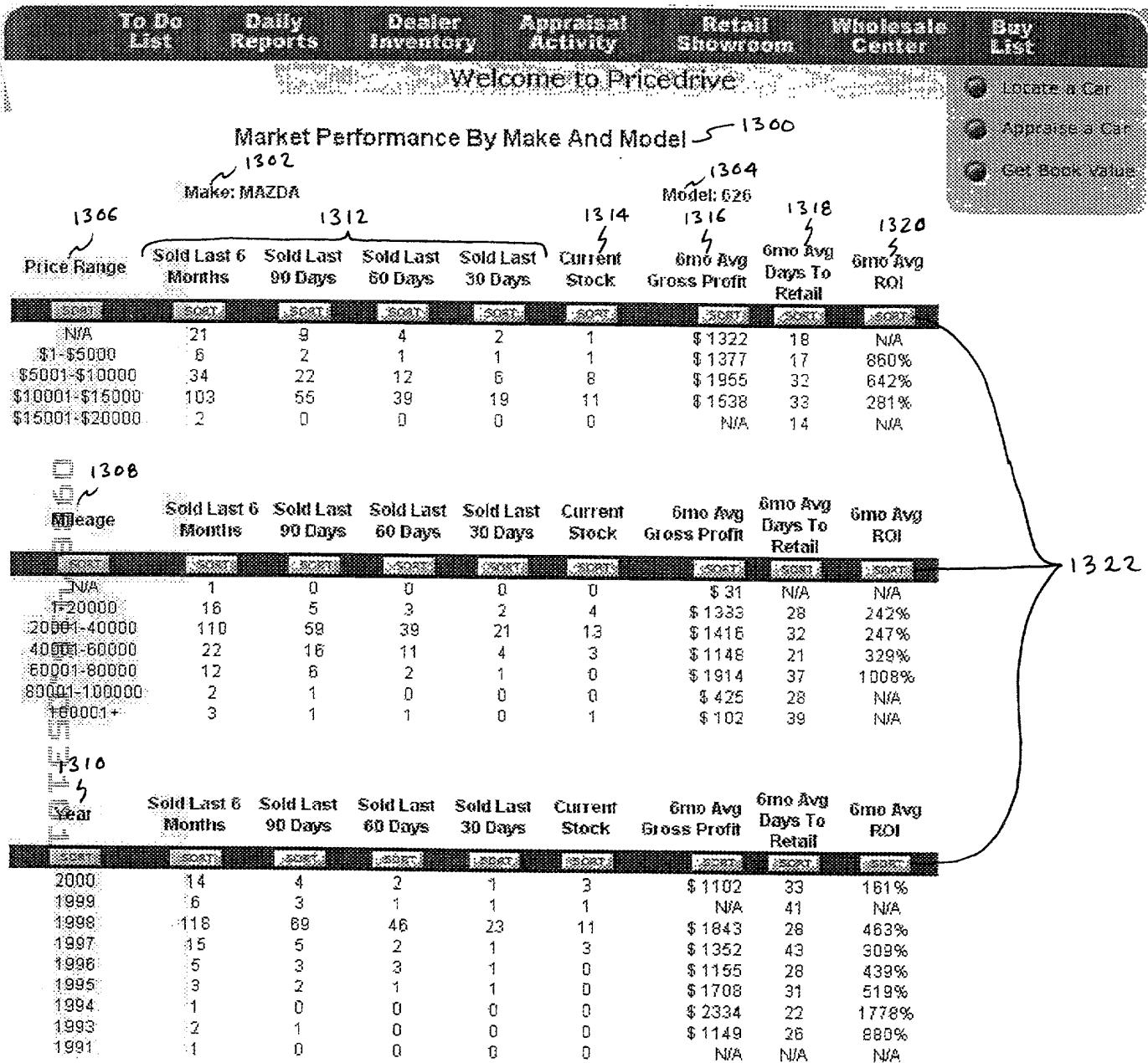
# Retail Inventory Value Report

1202 1204 1206 1208 1210 1212 1214 1216 1218 1220

Rows: 30 Columns: 6

Stock Number	Year	Make*	Model*	Mileage	Retail Price	Vehicle ACV	Black Book Value (Avg Book)	NADA (Trade Value)	Curr Days in Stock
P3245	1999	FORD	CONTOUR-4 CYL.	32,165	\$ 12,995	\$ 9,514	\$ 7650	\$ 8575	50
H3217B	1993	FORD	ESCORT	N/A	N/A	N/A	N/A	\$ 2190	1
P3292	2000	FORD	FOCUS-4 CYL.	4,900	\$ 13,995	\$ 8,993	\$ 9725	\$ 10225	0
H3273	1998	JEEP	GRAND CHEROKEE-6 CYL.	34,816	\$ 18,995	\$ 15,289	CK Book	\$ 15425	35
H3258	1998	MAZDA	626	31,148	\$ 13,798	\$ 10,649	CK Book	CK Book	43
H3281	1998	MAZDA	626	30,465	\$ 13,995	\$ 11,006	CK Book	CK Book	14
P3290	1998	MAZDA	626	45,134	\$ 15,995	\$ 12,247	\$ 8400	CK Book	0
H3288	1998	MAZDA	626	36,016	\$ 13,785	\$ 10,665	CK Book	CK Book	10
H3282	1998	MAZDA	626	36,100	\$ 13,495	\$ 10,008	CK Book	CK Book	6
H3287	1998	MAZDA	626	35,955	\$ 13,495	\$ 11,026	\$ 8700	CK Book	6
H3293	1998	MAZDA	626	36,255	\$ 13,995	\$ 8,665	CK Book	CK Book	1
H3294	1998	MAZDA	626	37,951	\$ 14,995	\$ 10,256	CK Book	CK Book	1
H3266B	1996	MAZDA	626	46,985	N/A	\$ 5,500	CK Book	CK Book	5
H3279	1999	MAZDA	B2500 PICKUP-4 CYL.	31,762	\$ 11,995	\$ 8,840	CK Book	CK Book	6
P3291	1998	MAZDA	MILLENIA-V6	17,360	\$ 18,995	\$ 15,210	\$ 12900	\$ 15700	0
H3297	1998	MAZDA	MILLENIA-V6	23,632	\$ 18,995	\$ 15,544	\$ 12725	\$ 15475	0
H3295	1998	MAZDA	MILLENIA-V6	36,690	\$ 17,995	\$ 15,166	\$ 12250	\$ 14825	0
P3286	1998	MAZDA	MPV-V6	37,816	\$ 18,995	N/A	CK Book	CK Book	10
P3241	2000	MAZDA	MX-5 MIATA-4 CYL.	8,752	\$ 18,995	\$ 13,891	CK Book	CK Book	64
H3283	1997	MAZDA	MX-5 MIATA-4 CYL.	34,923	\$ 14,995	\$ 10,873	CK Book	CK Book	6

1200



1300

FIG. 13

09867446-053101  
TOTED "9742860

To Do List   Daily Reports   Research a Vehicle   Dealership Inventory   Appraisal Center   Retail Showroom   Wholesale Center   Buy List

Available Inventory Report 1400

1402 Year	1404 Make	1406 Model	1408 Mileage	1410 Color	1412 Area	1414 Dealership Name	1416 Dealership Contact Name	1418 Dealership Contact Number
2000	MAZDA	MPV-V6	60000	BLACK	WC	Browns Mazda Alexandria	Mark Mconville	703.660.8400
1996	MAZDA	PROTEGE-4 CYL	60000	BLACK	WC	Browns Mazda Alexandria	Mark Mconville	703.660.8400

Total vehicles = 2

Printer-friendly version of this page

1400

FIG. 14



To Do  
ListDaily  
ReportsDealer  
InventoryAppraisal  
ActivityRetail  
ShowroomWholesale  
CenterBuy  
List

## Dealership: Top Performing Retail Vehicles

Click to sort the Dealer Top Performance Report

1509 Year	1506 Make	1508 Model	1510 Volume Sold	1512 Avg Gross Profit	1514 Avg Days to Retail	1516 Avg ROI
1995	MAZDA	MPV-V6	1	\$ 2,772	3	5529%
1994	MAZDA	MX-5 MIATA-4 CYL	2	\$ 3,454	8	2803%
1996	MAZDA	626	1	\$ 1,690	5	1735%
1995	TOYOTA	TACOMA	1	\$ 1,695	14	834%
1996	MAZDA	MX-5 MIATA-4 CYL	1	\$ 2,700	12	777%
		MPV-V6	1	\$ 1,266	7	738%
	FORD TRUCK	EXPEDITION-V8	1	\$ 2,459	7	731%
1998	SUBARU	IMPREZA-4 CYL	1	\$ 1,800	11	606%
	MAZDA	PROTEGE-4 CYL	11	\$ 1,061	23	505%
1996	PLYMOUTH	NEON-4 CYL	1	\$ 878	17	483%
1999	MAZDA	B3000 PICKUP-V6	2	\$ 1,551	30	382%
		MPV-V6	5	\$ 1,764	21	371%
1998	MAZDA	MILLENNIA-V6	9	\$ 2,100	36	369%
1997	MAZDA	MPV-V6	3	\$ 1,525	20	341%
1998	MAZDA	626	36	\$ 1,367	33	325%

## Market: Top Performing Retail Vehicles

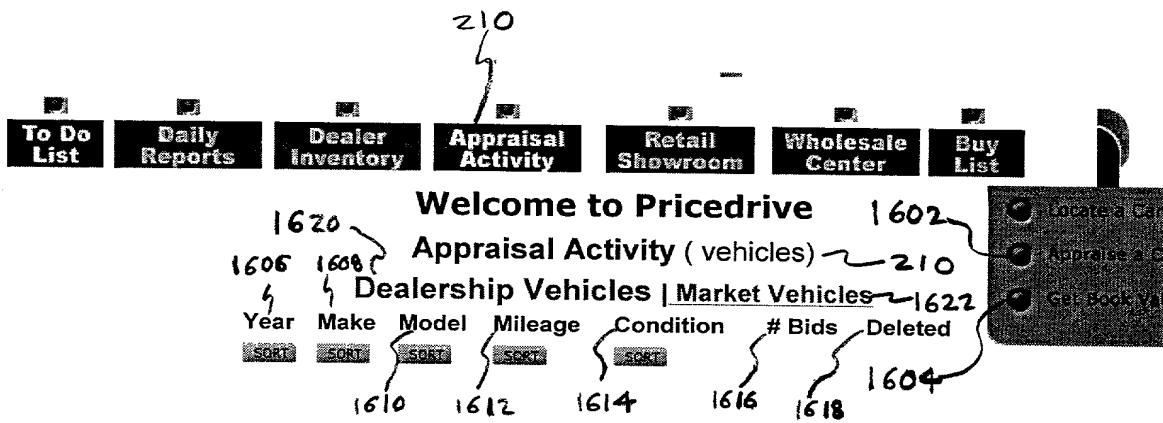
Click to sort the Market Top Performance Report

1522 Year	1524 Make	1526 Model	1528 Volume Sold	1530 Avg Gross Profit	1532 Avg Days to Retail	1534 Avg ROI
1995	TOYOTA	CAMRY	6	\$ 2,759	32	2946%
1998	CHEVROLET	CAVALIER RS-L4	7	\$ 1,550	46	2675%
1994	TOYOTA	CAMRY	3	\$ 1,569	12	2164%
1999	ISUZU	RODEO-V6	4	\$ 2,440	20	1727%
	DODGE TRUCK	GRAND CARAVAN-V6	2	\$ 2,260	32	1611%
1996	TOYOTA	COROLLA-4 CYL	4	\$ 2,072	19	1368%
	JEEP	GRAND CHEROKEE-V8	7	\$ 2,317	21	1350%
1997	PLYMOUTH	VOYAGER-V6	3	\$ 2,710	10	1342%
1996	DODGE TRUCK	CARAVAN-V6	4	\$ 2,641	19	1330%
1997	DODGE TRUCK	RAM VAN 2500-V8	6	\$ 746	96	1044%
1995	NISSAN/DATSUN	SENTRA-4 CYL	4	\$ 860	19	1004%
1997	TOYOTA	CAMRY	14	\$ 1,495	59	910%
1995	HONDA	ACCORD	3	\$ 2,089	12	899%
1997	SATURN	SATURN-4 CYL	10	\$ 688	60	897%

1500

FIG. 15

096744-0540  
101550-97475550



1600

FIG. 16 (a)

096746 05304  
101650 942860

210

To Do List   Daily Reports   Research a Vehicle   Dealership Inventory   Appraisal Center   Retail Showroom   Wholesale Center   Buy List

Activity

### Appraise a Vehicle

1652   1654   1658   1660

1656

Make: \_\_\_\_\_

Mileage: \_\_\_\_\_

Exterior Color: \_\_\_\_\_

Condition: \_\_\_\_\_

☒ Excellent   ☐ Fair

☐ Good   ☐ Poor

APPRAISE A CAR

1650

FIG. 16(b)

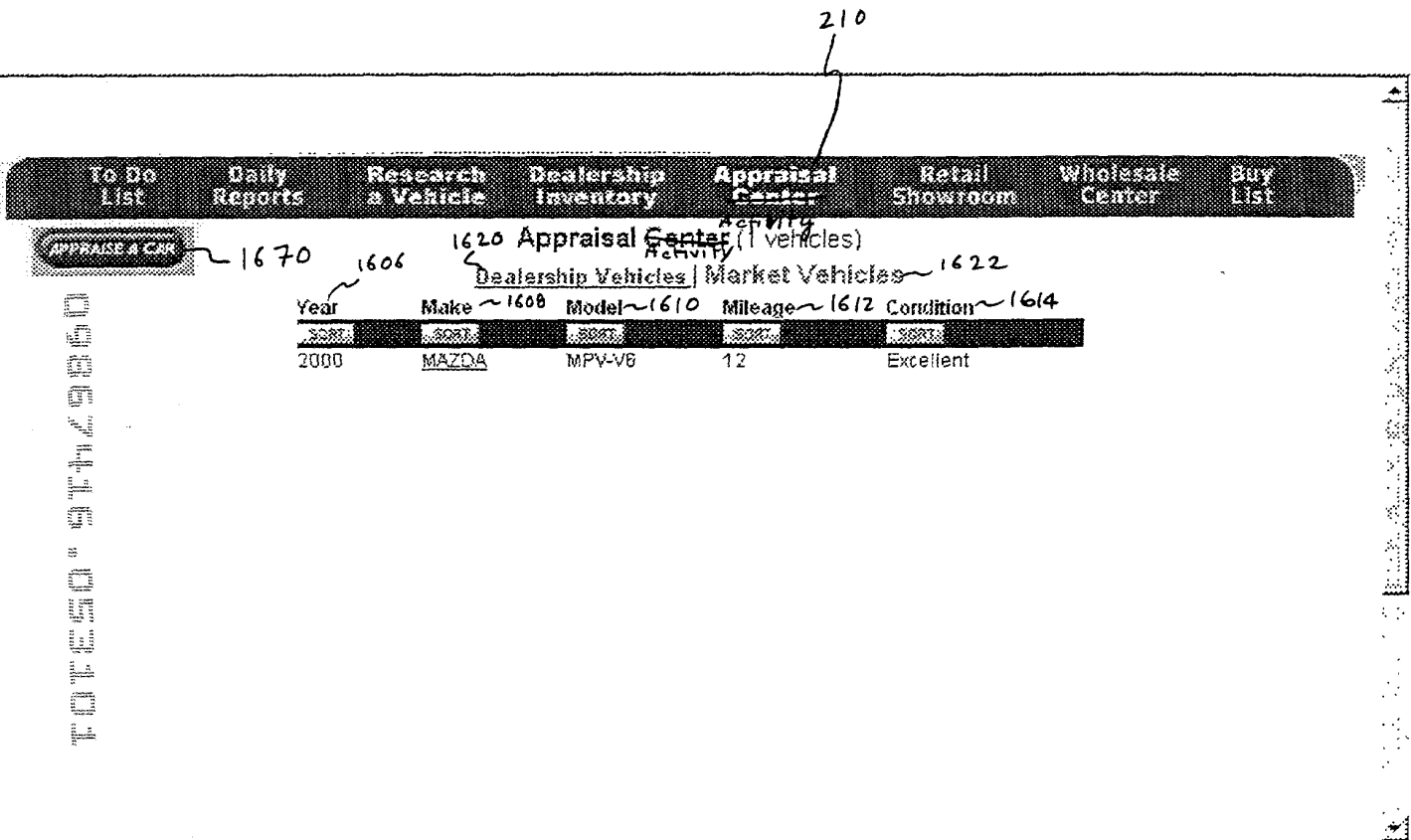


FIG. 16(c)

216

To Do  
ListDaily  
ReportsDealer  
InventoryAppraisal  
ActivityRetail  
ShowroomWholesale  
CenterBuy  
List

Welcome to Pricedrive

## Buy List ~ 216

- ☐ Locate a Car
- ☐ Appraise a Car
- ☐ Get Book Value

Add Vehicle to Buy List

1702 1704 1706 1708 1710 1712 1714 1716 1718  
 ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡  
 Make Model Year Year Miles Miles Notes Hits Alert  
 From To From To

Make	Model	Year	Year	Miles	Miles	Notes	Hits	Alert
From	To	From	To	From	To			
AUDI	200	1993	1997	0	200000	<a href="#">View</a>		<a href="#">Delete</a>
BMW	325	1994	2000	0	200000	<a href="#">Post</a>	2	<a href="#">Delete</a>

1700

FIG. 17(a)

0967416-053101

216

09867416.053101

**To Do List**   **Daily Reports**   **Dealer Inventory**   **Appraisal Activity**   **Retail Showroom**   **Wholesale Center**   **Buy List**

Welcome to Pricedrive

**Buy List**

1752 Make:

1754 Miles From:  Miles To:

1758 Year From:  Year To:

Model:

1762

1760

1764 ADD TO BUY LIST

Locate a Car

Appraise a Car

Get Book Value

1750

FIG. 17(b)